

UNIVERSITI TEKNOLOGI MARA

THE IMPACT OF TOURISM TOWARDS THE
CULTURE PRACTICE OF INDIGENOUS PEOPLE

NOR ANA NIZA BINTI AZHAR

Thesis submitted in partial fulfillment of the requirements for degree of

Master of Tourism Management


Faculty of Hotel and Tourism Management

JUNE 2013

Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event my thesis found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate	:	Nor Ana Niza Binti Azhar
Candidate's ID No	:	2011398271
Programme	:	Master in Tourism Management
Faculty	:	Faculty of Hotel and Tourism Management
Thesis Title	:	The Tourism Impact Towards the Culture Practice of Indigenous People
Signature of Candidate	:	
Date	:	17 June 2013

ABSTRACT

Many sectors of industries contributed to the development of Malaysia, one of the biggest contributors is the tourism sector. Tourism in Malaysia is viewed as a vehicle, which can produce an array of benefits for local community in general, including the minority group of indigenous people. The main purpose of this study is to analyze the impact of tourism in terms of socio-cultural, economic and environmental towards the culture practice of the indigenous people or Orang Asli in the state of Selangor, Malaysia. In order to achieve the purpose of study, questionnaires were distributed to selected respondents in indigenous people's villages around Selangor, Malaysia. The Department of Orang Asli Development was consulted before collecting the data in order to gather information about the number of population of indigenous people and obtain acquired permission from the authority. The findings revealed that tourism does have impact towards indigenous people community in terms of economic, socio-cultural and environmental. However, despites the impacts of tourism, the indigenous people are still strongly practicing their culture inherited from their ancestors. Since cultural tourism is one of the main contributors to the tourism industry, it is imperative to investigate whether tourism development is coming hand in hand with culture preservation especially to this indigenous people, as previous studies showed that tourists demand for authentic experiences.

Keywords: *Tourism development, Orang Asli, Indigenous People's culture*

TABLE OF CONTENTS

Items	Page
TITLE PAGE	i
CANDIDATE’S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xii

CHAPTER ONE: RESEARCH SETTING

1.0	Introduction	1
1.1	Background of the Study	1
1.2	Problem Statement	3
1.3	Research Objectives	4
1.4	Research Questions	4
1.5	Study Framework	5
1.6	Significance of Study	5
1.7	Definitions of Key Terms	7
1.8	Scope and Limitations	8
1.9	Organization of Structure	8

CHAPTER TWO: LITERATURE REVIEW

2.0	Introduction	9
2.1	Tourism Impact	9
2.1.1	Economic Impact	10
2.1.2	Socio-cultural Impact	11
2.1.3	Environmental Impact	13
2.2	Indigenous People	14
2.3	Indigenous People or Orang Asli in Malaysia	15
2.4	Culture	16
2.5	Tourism Impact and Culture	17

CHAPTER THREE: METHODOLOGY

3.0	Introduction	18
3.1	Research Design/Paradigm	18
3.2	Sampling Method	20
3.2.1	Population	20
3.2.2	Sampling Frame	22
3.2.3	Sampling Technique	22
3.2.4	Sample Size	22
3.3	Research Instrument	24
3.3.1	Questions Used in Section A of the Questionnaire	25
3.3.2	Questions Used in Section B of the Questionnaire	27
3.3.3	Questions Used in Section C of the Questionnaire	27
3.4	Validity and Reliability of the Research Instrument	28
3.5	Pilot Study	28
3.6	Data Collection Process	29